

Massachusetts TRAVELOGUE

News from the Massachusetts Office of Travel & Tourism

February 1999

University of Massachusetts
Depository Copy

New DED Director Appointed



MOTT welcomes Carolyn E. Boviard as the newly appointed Director of Economic Development.

Ms. Boviard has been an advocate of economic development and small business issues for more than 15 years. Most recently, she served as the Massachusetts State Director of the National Federation of Independent Business, the nation's largest small-business advocacy organization.

A Massachusetts native, Carolyn is very familiar with the scenic beauty, cultural wealth and real history that attracted more than 28 million visitors to the Commonwealth last year. She is also keenly aware of the industry's economic impact, stating "Tourism is a stalwart of the Massachusetts economy. Continued growth and success in this sector is a priority for DED."

As director, Ms. Boviard will oversee MOTT, as well as the Massachusetts Office of Business Development (MOBD), the Massachusetts Film Office, the State Office of Women and Minority Business Affairs (SOWMBA) and the Massachusetts Trade Office.

Strategic Planning RFR Announced

Dear Travel Colleague:

Massachusetts' \$16+ billion travel industry is a success story. Visitor spending, state and local tax revenues, and payroll continue to grow at a healthy rate. But today's prosperity doesn't guarantee future success. Challenges include stiff competition for visitors' travel dollars, changing travel trends, and demographic shifts. That's why MOTT is about to embark on the development of a comprehensive strategic plan for the new millennium.

The goal is to develop an industry-wide consensus on how Massachusetts should position itself in the marketplace of the twenty-first century; to reinforce MOTT's relationship to the private and not-for-profit sectors; and to construct a long-range plan that will result in increased travel activity for all regions of the state.

Development of the plan will include input from all sectors of the travel industry. A search is now underway for a strategic planning company; work is expected to begin in April.

Sincerely,

Mary Jane McKenna
Executive Director

MOTT MAKES A MOVE

After much anticipation, MOTT has a new home. On March 5 we will host an open house at our new offices:

State Transportation Building
10 Park Plaza
Suite 4510
Boston, MA 02116
*Phone: 617-973-8500
*Fax: 617-973-8525

Seasonal Advertising

Massachusetts is a destination for all seasons. With this in mind, MOTT has launched its first winter and spring print ad campaigns.

With catchy copy like "only bears hibernate in winter," and "could someone please explain to me what the 'dead of winter' means?" the winter campaign focuses on the state's outdoor activities as well as indoor activities such as shopping, restaurants, museums and theater.

The spring campaign highlights country inns and antiquing and encourages potential visitors to make a trip to Massachusetts this spring.

MOTT's winter and spring print campaigns include full-color advertisements in *Better Homes, Car & Travel-NY, Country Home, Ladies Home Journal, NY Times Magazine, Smithsonian, Travel Holiday*, and *Yankee*.

Running in January and February, the winter ads prompt readers to call 1-800-552-MASS for *Massachusetts Great Escapes*, MOTT's statewide winter activity guide.

The spring campaign is running in March and April publications and readers can call 1-888-469-MASS for a copy of *Massachusetts Inns & Outs*, a guide to country inns and antiquing in Massachusetts.

Marketing Massachusetts...

Banner Advertising

MOTT will begin banner advertising on the Internet this spring. MOTT's banner will appear a total of 1,888,000 times on Flycast, Mapquest and AOL Digital Cities.

Clicking on the MOTT banner advertisement allows an Internet user to be immediately transferred to the MOTT site. By utilizing banner advertising, MOTT will drive Internet traffic to www.massvacation.com, where users can gather valuable tourism information, enter to win a Massachusetts Getaway, or sign up to receive travel updates via e-mail.

New Web Site

MOTT re-launched its web site recently, upgrading the technology and providing expanded information on where to go and what to do in the Bay State. By visiting www.massvacation.com, travelers will encounter a user-friendly, informative and fun way to plan a trip to Massachusetts.

Visitors will find hot links throughout the site and a wealth of new content including attractions, accommodations, outdoor adventures, and events as well as special features like behind-the-scenes tours, fabulous freebies, local curiosities, and seasonal reports on fall foliage and ski conditions.

Press releases and research data is also available for the media and tourism industry professionals.

MOTT's site will be updated at least twice weekly, and visitors to the site may sign up to receive periodic e-mail bulletins about happenings around the state.

Visitors to the site may also register to win free getaways. The sweepstakes is an important component to encourage repeat visitation to the site, and MOTT would like to thank the following organizations that have generously donated prizes: Regal Bostonian Hotel, Boston Symphony Orchestra, Symphony Café, Hard Rock Café, "Shear Madness," Boston CityPass participants (including the Gardner Museum, John F. Kennedy Library, John Hancock Observatory, New England Aquarium, Museum of Fine Arts, and Museum of Science), Wachusett Village Inn, Wachusett Mountain Ski Area, Old Mill Restaurant, Westminster, Worcester Common Outlets, Old Sturbridge Village, Higgins Armory Museum, Worcester Art Museum, The Williams Inn, The Orchards, Williamstown's 1896 House, Boston Seafood Restaurant in North Adams, and Brodie Mountain Ski Area.

On January 8, Mary Jane drew winners in our first sweepstakes, winners from Alexandria, VA, Austin, TX and Dallas, TX won a Boston Getaway for Two, a Heart of New England Getaway for Two (Central Mass.), and a Mohawk Trail Getaway For Two. On March 5, two lucky winners will be chosen to win a getaway to Nantucket or the Berkshires.

MOTT Sponsors NTA Spring Meet

Three hundred and fifty tour operators from throughout the US will be converging on Boston April 14 for NTA's Spring Meet.

Bay State NTA members are busy putting the finishing touches on this significant domestic group tour event. Major sponsors include MOTT, Massport, the Greater Boston CVB, and the Massachusetts Convention Center Authority. On April 14th, The Rouse Company hosts an Icebreaker at Faneuil Hall to kick off the festivities.

A decorative border of globes surrounds the text. The globes are arranged in a rectangular frame, with one globe at each corner and a row of globes along each side. Each globe shows a different view of the Earth, with various continents and oceans visible.

International Marketing

- ◆ 1998 marked another highly successful year for international visitation to Massachusetts. Early projections indicate that Massachusetts saw its second consecutive year of over 10% growth from the international markets.
- ◆ Massachusetts currently ranks as the 7th most popular US mainland destination overseas.
- ◆ MOTT has maintained a high profile marketing campaign in our 13 primary and 15+ developing markets around the world.
- ◆ Massachusetts will surpass its goal of 2,000,000 international visitors this year.
- ◆ MOTT recruited and hosted more than 600 international journalists in 1998.
- ◆ In addition, MOTT was able to bring close to 500 tour operators into the state to stimulate product development.
- ◆ The tourism industry contributed more than \$2,000,000 worth of services: rooms, meals, gifts, and much more in 1998.
- ◆ MOTT works closely with the travel press to generate a global media presence by recruiting travel writers and television producers to profile Massachusetts. Last year MOTT generated more than \$48,000,000 worth of press coverage in our primary markets.

UNITED KINGDOM: The UK remains Massachusetts' number one overseas market. MOTT has spearheaded development of "City Break" programs in the UK. The program has grown rapidly, since its inception three years ago, and more than 57 tour operators now offer Boston product. This fall readers of *Conde Nast UK* ranked Boston their second favorite city in the world, and favorite US city. Massachusetts is the third most popular US destination for UK visitors. This winter MOTT launched its first Massachusetts print and radio advertising program in the UK.

GERMANY: In November MOTT hosted *Massachusetts Festival Weeks* in Munich and Frankfurt. A partnership with leading tour operators and hotels in Germany, this program gave Massachusetts a high profile in each city. MOTT also led a group of private sector participants to Germany for the first travel agent training mission.

ASIA/PACIFIC: Japan outbound tourism to the US mainland remains positive. In fact, local receptive tour operators report growth.

LATIN AMERICA: MOTT continues to aggressively promote Massachusetts in Latin America via representative firms and partnerships with BankBoston, Alamo Car Rental and United Airlines in Argentina and Brazil.

CANADA: MOTT, in conjunction with Canadian Airlines, has targeted western Canada as a tourism market and has begun to see growth. Canada remains Massachusetts' top international market with more than 500,000 annual visitors in this area.

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MOTT Releases Great Escapes

MOTT, in conjunction with the Massachusetts Lodging Association and American Express, has once again produced *Great Escapes*, an annual full color magazine style guide to winter and spring activities in the Bay State.

With 60 pages covering all regions of Massachusetts, *Great Escapes* offers great ideas for indoor and outdoor winter and spring activities. This year's issue offers regional features, a calendar of events and includes special features such as a Ski Guide and Boston Overnight, a calendar of the city's cultural events.

Great Escapes is direct-mailed to over 400,000 American Express Frequent Traveler members, throughout the Northeast. Free copies of the guide are also available by calling MOTT's information hotline 1-800-227-MASS.



1999 Governor's Conference

The 1999 Massachusetts Governor's Conference on Travel and Tourism will take place May 4-5 at the Worcester Centrum Centre. Celebrating the event's 12th anniversary, MOTT has put together another stellar schedule of informative workshops, networking opportunities and keynote speeches from industry experts.

"All Aboard Massachusetts" is the theme for this year's conference. The theme is indicative of the broad scope of educational, networking opportunities available to all sectors of the industry from all regions.

Peter Yesawich of Yesawich, Pepperdine & Brown will be the keynote speaker for the opening lunch and nationally-renowned motivational speaker M. Dale Henry will deliver the keynote speech at the May 5 breakfast. Workshops will cover topics such as: Massachusetts' student market; transportation and the Big Dig; the aging baby-boomer market; marketing through web sites; tourism in the new millennium; and a roundtable for networking and international marketing.

Entries are being sought for the 1999 Massachusetts Tourism Media Awards, which will be presented May 5. The media awards celebrate excellence in four categories: fulfillment; print advertising; broadcast advertising; and technical marketing. The entry deadline for the awards is April 5. For more information contact Liz McGuire at 617-973-8501.

MOTT is also seeking industry "success stories" from around the state. During the May 5 luncheon, MOTT will showcase organizations or individuals whose unique ideas and methods have had dramatic results in the state's travel industry. More information will be available in mid-February.

Advertising and Promotions Grant Program

MOTT has completed the first round of allocations in its \$650,000 Advertising and Promotions Grant Program. The awards are granted for advertising and promoting tourist destinations and events, as well as support the services of tourist information centers. In the first round of grant awards, 17 non-profit organizations have been selected to receive awards totaling \$386,755, and five information centers are slated to receive a total of \$95,476.

Following the February 12, 1999 application deadline, the additional \$167,769 will be awarded. These additional funds will be allocated in March.

Consumer Confidence Rebounds from October Lows

Source: The Conference Board Copyright (c) 1998

Region	Confidence Index		
	Jan-99	Percent Low Month	% CHG From Low
USA	127.6	Oct-98	9%
New England	132.3	Oct-98	26%
Mid-Atlantic States	110.0	Oct-98	15%

FYI...

The 1999 *Massachusetts Getaway Guide* will be available in late February. MOTT and Cadmus Custom Publishing have completed this year's edition, which has more listings, photos and information than ever before.

Save the Date

Massachusetts Tourism Day is scheduled for Tuesday, May 11, in the Great Hall at the State House.

Comings & Goings

Long time voice of MOTT, Stacie Banks, has left our office. We wish her good luck in her future endeavors.

Michael J. Coyne has joined MOTT as the Domestic Marketing Assistant. Michael was previously with the Boston College Athletic Department.

The International Marketing Department has three new members: Christine Morrell and Amanda Lowe have joined MOTT as International Marketing Coordinators, and Wendy Moyer comes aboard as an International Marketing Assistant.

MOTT Hosts Media Event in NYC

MOTT and Lou Hammond & Associates hosted an event for top travel journalists and RTCs in New York on December 9. Lou and her associates, Natasha Johnston and Terry Gallagher took the opportunity to enlighten the collected travel press about this year's media strategies.

Lou began the day with an interactive presentation detailing the agency's media plan, package and press trip ideas. Following the presentation, a panel comprised of Bill Boggs, TV Food Network; Irene Ricasio, *Conde Nast Traveler*; Tanya Steele, *Bon Appetit*; and Lori Wilson, *Bridal Guide*, discussed what is newsworthy in a destination and provided insight on how to attract the attention of top travel publications.

The group then traveled uptown for a media appreciation luncheon with more than 35 high-profile travel-related media representatives and RTC directors. To close out the day's business, Mary Jane unveiled the 1999 edition of *Great Escapes*.

Ski Hotline

Updated each weekday, the MOTT **Ski Hotline, 1-800-227-MASS**, and web site, www.massvacation.com, provide information on conditions at ski areas statewide. At the end of the report, callers may take the opportunity to request *Great Escapes*.

Skiers are provided comprehensive information about trails, terrain, lifts and hours of operation, courtesy of SnoCountry Worldwide.

MOTT has also teamed with the MassPike this season to get the word out about this service and the fabulous skiing throughout Massachusetts. This year, toll-booths on the Pike prominently display "Ski Massachusetts" stickers that guide travelers to the web site, and ultimately to the slopes.

With more than 30 downhill and cross-country ski areas, Massachusetts offers exciting, family-friendly, convenient and affordable skiing for beginners and experts alike.

STATS

FY 1999 Hotel Room Tax collection through December topped \$72.22 million. This marks a 39% increase over the same period last year when \$51.81 million was collected.

Through November 1998, the average daily rate for hotels statewide was up 8.9% over the previous year.

Boston area attraction attendance in 1998 was up more than 6.4% over 1997.

From its launch in late October through the end of 1998, MOTT's web site www.massvacation.com has been visited more than 71,000 times.

Travel is second most popular among categories of interest on the Internet, and the web is fast eclipsing newspapers, magazines and direct mail as a source for individuals seeking travel information.

During 1998, 53% of frequent travelers had access to the Internet.

45% of all Internet users were frequent travelers, taking five or more trips in the past year.

92% of travelers who used the Internet to make travel plans or reservations said they were "satisfied" or "extremely satisfied" with the experience.

